

Technologies for Social Media and Convergence

Particularly for players in the fields of technologies for creative industries, social media and convergence. The topics covered include technologies and tools to support creative industries, the integration between broadcasting and broadband Internet-based services, [flickr flere likes pictures instagram](#) audio-visual, social media, search, real-time media, immersive environments, etc. Third, I covered a session that was a little off the beaten track for a marketing conference, but which I was very interested in knowing more about called "The Data Revolution - Crowdsourcing International Decisions," led by Mitchell Toomey who is a senior advisor in the innovation and capacity group at the United Nations in New York. Toomey was one of the most articulate speakers I've heard at the ClickZ conference, and he spoke about the uses of data to help the world, so those who attended were very interested in what he had to say about the matter. The United Nations has actually taken the lead in creating online surveys and data sets (which are available to everyone for download) that inform public policy by informing decision-makers on the prime desires of the populations in various countries around the world. While international and domestic policy is so often shaped by ideology and economics that has little to do with what citizens really want, the UN's data projects show that it is now possible to use modern technology to find out the exact needs and ranking of common needs such as health care, education, jobs, and so on at a level that was not possible until now. Therefore, Toomey suggested that our political institutions are often based on past limitations in gathering knowledge of voice of the people is no longer a limitation, but the institutions [buy instagram likes for all pictures](#) still haven't caught up, yet there are small glimmers of hope in recent examples of political representatives (often at the United Nations) who, armed with the actual information (the survey data the UN is collecting has more than 7 million participants who have filled out the survey so far), are now in the position to inform pending decisions, often in real time.

nations such as the United States and most of Europe, where the UN doesn't run any programs for the population. As a result, people in the United States, in particular, are often unaware of the great work the UN is actually doing (and therefore, tend to value its efficacy less than, perhaps, they should).

Old media New media

The evolution of converged media has been slow and subtle. Publications such as Time were experimenting with television in the late '70s. Major newspapers like the Ft. Worth Star Telegram began experimenting with computer applications in the early '80s. [buy 500 instagram likes](#) These attempts and most other early convergence ventures were unsuccessful. Despite the huge startup costs the companies incurred, and the lack of success they achieved, efforts to converge media continued. With technological advancements that made computers more affordable, a new wave of convergence efforts began in the early '90s. Newspapers such as the Atlanta Journal had graphical and navigational capabilities far beyond prior efforts. Of course, all of this was made possible by the growth of and increased access to the Internet. Now media companies had a standard format to build their convergence efforts. In the mid '90s, the computer world, especially the Internet, experienced a period of extreme growth that rivals any other in history. As more households became linked to the Internet, consumer online services such as Prodigy, America Online and CompuServe became increasingly popular. Recognizing the trend, many news organizations signed on with the consumer online services, which set up sites for the newspapers on their program. While the sites gave many newspapers national exposure, few of them gained enough from the efforts to justify their disadvantageous revenue splits with the online service providers. It was during this time that USA Today became the first newspaper to successfully bring its signature [buy instagram likes from uk](#) look to the Internet. Television also joined in the convergence effort, with networks like Bloomberg Informational Television, which combined aspects of the Internet with traditional broadcast news. In the late '90s, most major newspapers established their own websites without the consumer online services. This combination of print and Internet paved the way for the next stage of media convergence.